

ABSTRACT OF THE DISCLOSURE**PROMOTING CALLER VOICE BROWSING IN A HOLD QUEUE**

5 A method, system, and program for promoting caller voice browsing while a caller is waiting in a hold queue are provided.

At least one web page is selected for voice browsing by a particular caller waiting in a hold queue. The particular caller may be offered an incentive to voice browse the at least one web page, such that an on hold system housing the hold queue may promote voice browsing of specific web pages. Incentives may be in the form of points that are redeemable by the caller, for example, for adjustments in position within the call queue. In addition, the identity of the caller is preferably authenticated and a caller profile accessed according to the authenticated caller identity. Voice browsing web page selections may be tailored for the caller according to the caller profile.